

# Issues Report

Fourth Quarter 2008

**WOOD TV8- Grand Rapids, MI:**

**WOOD TV8- Grand Rapids, MI**

**WOGC-CA- Grand Rapids, MI**

Description of programming providing the most significant  
treatment of community issues



# **WOOD TV8 Quarterly Issues Report**

**October – December 2008**

## **PROGRAM**

## **DAY**

## **TIME**

- |                               |                     |                    |
|-------------------------------|---------------------|--------------------|
| • 24 Hour News 8 Daybreak     | Monday – Friday     | 5:00 - 7:00 A.M.   |
| • 24 Hour News 8 at Noon      | Monday – Friday     | 12:00 - 1:00 P.M.  |
| • 24 Hour News 8 at 5:00      | Monday – Friday     | 5:00 - 5:30 P.M.   |
| • 24 Hour News 8 at 5:30      | Monday – Friday     | 5:30 - 6:00 P.M.   |
| • 24 Hour News 8 at 6:00      | Monday – Friday     | 6:00 - 6:30 P.M.   |
| • 24 Hour News 8 at 6:00 A.M. | Saturday and Sunday | 6:00 – 8:00 A.M.   |
| • 24 Hour News 8 at 6:00      | Saturday and Sunday | 6:00 - 7:00 P.M.   |
| • 24 Hour News 8 at 11:00     | Monday – Friday     | 11:00 - 11:35 P.M. |
| • 24 Hour News 8 at 11:00     | Saturday and Sunday | 11:00 - 11:30 P.M. |

Each program previously listed is a locally produced news program presenting a mix of news, weather, sports and community issue related feature reports. Community issue responsive feature segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated. "Connecting with Community" is a locally produced public affairs and community resources program, emphasizing social issues, community events and programs involved with the concerns and needs in our West Michigan community. The length of the program is approximately one minute and airs Monday through Friday during News 8 at Noon, and during 24 Hour News 8 at 6:00 p.m. on Saturdays and Sundays. WOOD TV8 is simulated in it entirely on WOGC-CA, Grand Rapids, MI.

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|--------------------|-----------------|------------------|
| • NBC Nightly News | Monday – Friday | 6:30 - 7:00 P.M. |
|--------------------|-----------------|------------------|

This is an NBC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. Most reports are about three minutes long.

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|---------|-----------------|-------------------|
| • TODAY | Monday – Friday | 7:00 - 9:00 A.M.  |
| • TODAY | Saturday        | 8:00 - 10:00 A.M. |
| • TODAY | Sunday          | 8:00 - 9:00 A.M.  |

This NBC produced news program features news, interviews, weather and information segments and feature reports on issues and concerns of the American Public. The community issue segments usually are three to four minutes long.

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|----------------|---------|--------------------|
| • Dateline NBC | Tuesday | 10:00 - 11:00 P.M. |
| • Dateline NBC | Friday  | 9:00 - 10:00 P.M.  |
| • Dateline NBC | Sunday  | 7:00-8:00 P.M.     |

This NBC produced news magazine program focuses on a few issues or entertainment oriented reports in each week's program. Many are investigative stories on controversial concerns of the nation and average ten to twelve minutes long.

## **Educational Issues**

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: 24 Hour News 8 at Noon and 6, Connecting with Community  
Date Aired: Friday, October 3, 2008; Sunday, October 12, 2008  
Length: 2:02  
Summary: The Public Museum's exhibit "Who Dunnit?" features crime solving techniques used by experts in the area of police work, investigation, forensics, and pathology to walk kids and adults through a "real" crime scene. 24 Hour News 8 provided an "as live report" as part of this exhibit. School groups and individuals visited by the hundreds.
  
2. Program: 24 Hour News 8 at Noon and 6pm, Connecting With Community  
Date Aired: Tuesday and Sunday, October 28 and November 2, 2008  
Length: 1:42  
Summary: The Heart of West Michigan United Way is teaming up with Grand Rapids Public Schools to help kids learn to read with a program called "Schools of Hope." Their goal is to close the achievement gap between the highest and lowest performing school districts in Kent County.
  
3. Program: 24 Hour News 8 at Noon, 5pm  
Date Aired: Tuesday, November 17 and Wednesday, December 17, 2008  
Length: 2:00  
Summary: Director of Engineering Mike Laemers shows viewers how to get answers to their questions about the digital conversion February 17. Many web resources are available at woodtv.com and Mike demonstrates how to hook up your converter box.
  
4. Program: 24 Hour News 8 at Noon and 6pm, Connecting with Community  
Date Aired: Saturday, November 29 and Tuesday, December 2, 2008  
Length: 1:10  
Summary: Open your mind with a free lecture at the Grand Rapids Community College Diversity Lecture Series. This month's speaker is Law and Order's B.D. Wong who focuses on the model minority myth. He shares his personal drama and follows the lecture with a book signing.
  
5. Program: 24 Hour News 8 at 5pm  
Date Aired: Tuesday, December 2, 2008  
Length: :30  
Summary: Students from area elementary schools visited the Storm Team 8 Weather Experience today. They learned about severe weather and got weather safety tips from our meteorologists during a hands-on learning style presentation.

## Health & Fitness Issues

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: 24 Hour News 8 at Noon, Connecting With Community  
Date Aired: Wednesday, October 8, 2008  
Length: 1:30  
Summary: Hope Network empowers people with disabilities or disadvantages to live independently. They provide transportation, job training and other services to adults with barriers to these areas.
2. Program: 24 Hour News 8 at Noon, Connecting with Community  
Date Aired: Friday, October 10, 2008  
Length: 1:33  
Summary: Three weekend events empower people to take charge of their health and give back to organizations that support people with Down Syndrome, diabetes, and breast cancer in West Michigan. All encourage people to walk, run and pledge to get involved.
3. Program: 24 Hour News 8 at Noon, Connecting With Community  
Date Aired: Monday, December 1, 2008  
Length: 1:00  
Summary: Help is available to people with hand problems like carpal tunnel syndrome, arthritis and trigger finger. CWC partner Metro Health Hospital hosts a free seminar open to everyone with an orthopedic specialist to answer questions.
4. Program: 24 Hour News 8 at Noon, Connecting with Community  
Date Aired: Monday, December 15, 2008  
Length: 1:10  
Summary: Winter is on its way and so is flu season. Over 20% of the population will get the flu this year, but Metro Health Hospital is trying to decrease the number with low-cost flu shots. No registration is needed, just stop by Huntington Bank near Metro off of M-6 for your vaccination.
5. Program: 7 – 7:30 pm; 24 Hour News 8 at Noon, Connecting with Community  
Date Aired: Thursday, December 18 and Friday, December 19, 2008  
Length: 30:00; 1:05  
Summary: The American Heart Association's program Untold Stories of the Heart is a special presentation on women and heart disease. It encourages all women to reduce their risk of heart attack and stroke by 25% by the year 2010 and get involved in the "Go Red" movement.

# Volunteer Efforts

Programs highlighting efforts of individual volunteers or volunteer organizations in hopes of encouraging more people to share their time and talents with those in need.

1. Program: 24 Hour News 8 at Noon and 6pm, Connecting with Community  
Date Aired: Wednesday, October 8, 2008 and Sunday, October 19  
Length: 2:02  
Summary: Kids Food Basket is a non-profit organization that feeds more than 1,200 children each day. They provide "sack suppers" for hungry children who don't get a proper meal at home. They are looking for volunteers to help pack and deliver sack suppers to children Monday through Friday.
2. Program: 24 Hour News 8 at Noon and 6pm, Connecting with Community  
Date Aired: Tuesday, October 21 and Saturday, October 25, 2008  
Length: 1:52  
Summary: An anticipated 10, 000 people will be looking for warm winter coats for kids and adults at an organization that works with dozens of social service agencies in the greater Grand Rapids area. A drive to collect all sizes of new and gently used winter coats and clothing begins and will last all winter while the need persists.
3. Program: 24 Hour News 8 at Noon, 5:00pm  
Date Aired: Monday, November 10, 2008  
Length: 1:30  
Summary: 50,000 toys and gifts is the goal of this year's WOOD TV8 Salvation Army Angel Tree Toy Drive. More than 400 businesses and organizations take part in collecting the gifts for families in need during the holiday season.
4. Program: 24 Hour News 8 at Noon, 6pm  
Date Aired: Tuesday, November 25 and Sunday, November 23, 2008  
Length: 1:17  
Summary: Our cameras captured video of nearly empty shelves at God's Kitchen an organization that feeds hundreds of people each day at their facility and through their meals on wheels program. The area's largest food bank supplier, Second Harvest Gleaners says food costs are at an 18-year high and demand is up by as much as 50% this year. Volunteers are asked to contribute time, financial gifts and food goods to help.
5. Program: 24 Hour News 8 at Noon and 6pm, Connecting with Community  
Date Aired: Thursday, December 11, and Saturday, December 13, 2008  
Length: 1:22  
Summary: The American Red Cross makes a one-day pitch for donations to make their goals to support the National Disaster Relief Fund. On line, phone and local links are provided to viewers who want to help.

## Safety

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: 24 Hour News 8 at Noon, Connecting with Community  
Date Aired: Friday, October 17, 2008  
Length: 1:10  
Summary: With gas prices up, more people are on their bikes. This program promoted a low cost session to learn bike and road safety skills including a safety check for your bike and how to be a better driver with cyclists on the road.
2. Program: 24 Hour News 8 at Noon, Connecting with Community  
Date Aired: Wednesday, October 28, 2008  
Length: 1:02  
Summary: Make sure you're kids have a happy and safe Halloween this year. Chose safe and comfortable costumes, inspect candy before consumption and make sure to have your children brush their teeth after eating sweets.
3. Program: 24 Hour News8 at Noon, Connecting With Community  
Date Aired: Friday, October 31, 2008  
Length: 1:13  
Summary: WOOD TV8 team with local fire safety organization ESCAPE to give away smoke detectors and provide fire safety tips during the weekend that people are encouraged to check with their smoke detector batteries with the time change.
4. Program: 24 Hour News 8 at Noon and 6pm, Connecting with Community  
Date Aired: Thursday, December 4 and Saturday, December 13, 2008  
Length: 1:45  
Summary: Safe Kids Greater Grand Rapids demonstrates with a toddler how to keep your kids safe and warm in their car seats this winter. Kids should be buckled in snugly with their big winter coats off whenever possible to ensure the safest ride. Connections to safety inspection stations are at woodtv.com.
5. Program: 24 Hour News 8 at Noon, Connecting with Community  
Date Aired: Monday, December 22, 2008  
Length: 1:13  
Summary: The leading cause of home fires in Michigan is heating. Today home heating safety tips are provided on air with links on line to more tips from area safety agencies. Topics include fireplace safety and using space heaters and carbon monoxide dangers.